

Why do ^{more than} twice as many people read Kit Car?



Kit Car is by far the most popular magazine dealing with the rewarding and enjoyable hobby of kit car building. Hardly surprising, given that Kit Car magazine and the whole Kit Car industry shares the same name. However, being the most popular title isn't simply about having the right name. We're the most popular because we're the best. Here the publisher, **Den Tanner**, points to a few facts and matters that set Kit Car magazine over its rival.

Way over....

BIGGEST

There can be no doubt that Kit Car is the biggest magazine of its kind. It has around 50% more pages. Each issue typically contains 100% more trade advertisements from professionals and at least 300% more classified advertisements from private kit car sellers.

All this adds up to much better value for money for readers. No matter what your interest is, you'll find that Kit Car covers it more deeply, more accurately and more thoroughly than anybody else. We're usually first with the industry's news because we have the manufacturers respect and confidence. If you want to buy a new kit or a part or service, we provide many more contact details. If you want to buy a used Kit Car, then our classified pages are quite simply unbeatable for extent and quality. Furthermore, we're the only magazine to include a comprehensive list of owner's club contact details which is what you need if you have an older kit or if you're interested in the kit car social scene. What's more we provide listings of all the cars we've featured in the last decade which is what you need if you're contemplating purchasing an older model of kit car. We're simply busier in every department! We cater for everybody!

With all the above in mind, it's hardly surprising that we sell more than twice as many magazines. This isn't just because we're biggest, but also because of the quality of our product. True quality extends beyond the froth and gloss of the appearance of the magazine. It encompasses the accuracy, integrity and sincerity of what's being said. We have no vested

interests in making certain products out to be what they're not, but instead offer sound unbiased advice and guidance – we tell it like it is – we're the magazine that is genuinely building the future of the British Kit Car industry!

ENTHUSIASTIC

Our old front cover promotional strap-line used to read "Written by enthusiasts – for enthusiasts". That went from the cover a few years ago when it was replaced by the line "UK's Top Selling Kit Car magazine". However the sentiment behind the original strap line is as real today as it ever was and now poignantly and proudly graces the spine of our magazine. It indicates that we have a genuine love for Kit Cars and a respect for those who build them. We want to see our industry grow, prosper and flourish against all the adverse prevailing circumstances.

For this reason we've devoted more pages to the SVA test than any other publication. We also include "marginal" products within our editorial to bring our readers not just the commercially successful offerings of this industry but also the whacky inventions of the lunatic fringe. We at Kit Car believe that what we do - we do for you. We love to report on your cars, your activities and your experiences. That's why we regularly feature reader's drives and have a spot for your letters, your clubs and you – there's no doubt that Kit Car has the edge in the enthusiasm and completeness of coverage department.

It's this completeness of our service that attracts a wider range of advertisers who in their turn cause the

magazine to physically expand. These factors in their turn fuel our enthusiasm, which in turn brings us more readers which brings us an even wider range of advertisers ...which I think you can see where I'm going.

SENSIBLE

We temper our enthusiasm with reality. Another of the cover strap lines we once employed read "We take Kit Cars seriously". That we do! It means being honest and telling the story like it is. If it's not right we say so. We keep you up to date with legislation affecting our hobby and attempt to give you sound advice on your technical problems. We don't sweep aside practical considerations, or the truth, but aim to point out the pitfalls as well as the benefits of the products we feature month by month.

We show you the nitty-gritty and yes, dirty details too. We appreciate that there are difficulties of all kinds and advise you accordingly. We know that even the classiest of kit cars require grunt and grease to assemble. We see no point in implying that they are assembled from kits reminiscent of Lego. It's our sincere belief that we serve our readers best by telling the whole story – both good and bad – warts and all, we're not going to kid you that you won't get dirt under your fingernails. We won't tell you its easy either, but we shall attempt to fill you with confident expectations, sound advice and encourage you to join the thousands of satisfied customers who've built their own cars under our guidance over the many years we've existed.

Kit Car magazine is by far longest established magazine of its kind and therefore has years more experience to impart to you. If you want sensible advice, impartial guidance, a well rounded, balanced outlook as to what's really going on from a mature and untarnished publication, then Kit Car magazine is your only viable choice.

TECHNICAL

We take the technical side of Kit Car journalism extremely seriously. We have practical, down to earth experience from which we delve into all aspects of Kit Car construction from the perspective of actual readers.

If you have a technical problem then we're here to help you solve it through our Q&A pages and technical reports. We regularly feature parts suppliers, re-conditioners, engine re-builders and tuners and do our best to explain all the principles to those doing these jobs at home.

We'll point you in the right direction when it comes to choosing your kit too. We don't sell our own products under false identities nor steer our readers in the wrong direction for commercial reasons. We have absolutely no reason to be anything but truthful - and that we are.

BIGGEST ENTHUSIASTIC SENSIBLE TECHNICAL

We have no doubt that the attributes of Kit Car add up to it being clearly, patently and unequivocally the BEST magazine on the subject of Kit Cars. Please don't be fobbed-off with anything less.

Kit Car is available off-the-shelf from approximately 4,000 larger shops nationwide, or it may be ordered through any of the 30,000 or so smaller newsagents. Better still, why not buy a subscription? We'll deliver your copy, poly-wrapped, hot off-the-press near the end of each month. Thus avoiding you the trouble of collecting it, whilst saving you money in the bargain – aren't we the most wonderful and generous folks you know?

You'll be kept bang up-to-date with what's cool in the kit car scene. Go on – we know you'll enjoy it.

Want to Subscribe?

There's a coupon elsewhere in this publication



WARNING:

Take care when ordering Kit Car through the news trade. Our rival, Which Kit? magazine, in mid 2002, changed its publishing company from Blueprint Books Ltd to Kit Cars Ltd. Kit Cars Ltd is not in any way connected with Kit Car magazine, nor with our publishing company which is called Kit Cars International Ltd. It seems to us

that the use of Kit Cars Ltd to publish Which Kit? is yet another cynical attempt by Which Kit? to benefit from Kit Car magazine's excellent good-will and reputation by confusing the news trade into mistakenly ordering their title in place of ours. – Please don't be deceived.



If you're interested, so are we. This is a row of whacky 2CV based Pembleton's at Newark. We feature clubs, individual club members and are the only title to provide full club listings. What we do is driven by you!



We bring you informative, accurate and unbiased coverage on the whole kit car scene every month. The cars, the people, the news....the full monty. We cover every kind of kit car from every kind of manufacturer, big and small, and we cover more of them than anybody else. If you're enthusiastic about kit cars then you'll want to get Kit Car magazine regularly. Why not ask the other half to buy you a subscription. Christmas is coming! So is your birthday! Or why not simply indulge yourself?



Oily bits'R'us. We bring you more coverage on specialist spares suppliers, re-conditioners and the like than anybody else. We also show you how to do many of the jobs yourself.

Kit Car magazine – visibly the biggest, arguably the BEST. Twice as many readers can't be wrong.



Peter Jones and Bob Lloyd, shown above, are long term Kit Car nutters. Unfortunately, there's no cure for their condition, so they simply have to take a monthly dose of Kit Car magazine. Both their vehicles are a wheel short of a car, but we still love 'em. We just love having fun and reporting your having fun too! We report on "normal" kit cars too, if that's not a contradiction in terms.